

NEWS RELEASE

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PowerForward Alert Network Activated for Summer 2003 *Utah Energy Office Declares “Green” PowerForward Day for July 2*

The Utah Energy Office today activated the PowerForward alert network for the summer of 2003, declaring a “Green” day for Wednesday, July 2nd. Each day for the remainder of the summer the PowerForward alert network will relay day-ahead information to consumers notifying them of those days and times during the summer when electricity conservation efforts are needed to maintain system reliability and reduce the amount of electricity Utah’s utility companies must purchase from the wholesale spot market. A light bulb with one of three familiar colors – green, yellow and red – will indicate the level of conservation actions requested from consumers.

Today’s “**Green**” notification indicates regional conditions with respect to weather, regional power supply and demand, and wholesale market prices are normal. On green days, power supplies in Utah are adequate to meet demand, but consumers are still asked to not waste electricity and to adopt conservation practices in their daily activities.

“Turning off lights, TVs, and computers when you’re not using them is an easy way to save electricity,” said Jeff Burks, PowerForward program director. “Turning up the setting on your air conditioner’s thermostat is the most effective way to save electricity during the summer. Each degree above 72 results in a 3 percent electricity savings from your air conditioning system.”

The PowerForward website, www.powerforward.utah.gov, provides consumers access to information about the day’s energy conservation alert status, as well as to practical information on voluntary, low-cost and no-cost conservation actions individuals and businesses can take to reduce non-essential electricity use during peak hours of the summer. Consumers can also sign up to receive automatic e-mail alerts when yellow or red alerts are called.

The Utah Energy Office will confer with Utah’s electric utility companies on a daily basis about weather predictions, regional power supplies and market prices. The Energy Office will then issue the PowerForward alert status for the following day to the media, all government employees and to everyone who has signed up for the e-mail alert service.

The following table shows the alert symbols and their meanings, and suggests some tips for consumers to follow for each level.



Green days indicate consumers are advised to practice “Conservation 24/7”. The “24/7” message reminds consumers Utah’s affordably-priced electricity is too precious to waste. Consumers are asked to use electricity wisely. Business and residential consumers are urged to turn off appliances not in use, keep thermostats set at 75 degrees or above during the day if possible, and minimize use of appliances between noon and 8 p.m.



Yellow days signal a strong need for conservation. Yellow days occur when above normal temperatures and regional power supply conditions have the potential to result in a shortfall between available electricity supply in Utah and forecasted demand. Conservation is especially important on “Yellow” days to reduce the need for the state’s utilities to purchase power supplies on the wholesale spot market. Consumers are urged to avoid using electricity between the peak hours of 12 noon and 8 p.m., turn off all unnecessary appliances and set the thermostats of air conditioning systems to 78 degrees.



Red days – the most critical alert level – occur when power generation and transmission conditions are marginal, threatening delivery of electricity supplies to Utah consumers. Conservation is critical to maintain electric system reliability. Consumers are asked to “voluntarily” curtail all non-essential electricity use to avoid “involuntary” brownouts and rolling blackouts.

“This is an extremely important tool to help us manage summer power supplies,” said Governor Leavitt. “Each of the last two summers we have asked Utah consumers for their cooperation in conserving electricity on critical days. They have responded and our ability to manage the power system has been enhanced.”

Last summer, Utahns conserved an average of 90 megawatts on each of the 11 declared “yellow” days saving utilities an estimated \$750,000 in avoided wholesale power purchases. Ninety megawatts is enough power to supply nearly 45,000 houses – about 12 percent of all households in the state – for a day.

“Right now, Utah’s power system is in good condition,” the Governor observed. “Our utilities have planned ahead and scheduled what we forecast will be adequate electricity supplies to meet summer demand. Still, it is in the interest of the economy and consumers’ pocketbooks to be vigilant and prepared to conserve electricity if market conditions this summer change unexpectedly.”

The PowerForward energy conservation campaign was established by Governor Leavitt, and Utah’s electricity utilities in response to the 2000/2001 western electricity crises and has become an element of the Governor’s “1000 Day Economic Plan.” The mission of PowerForward is to create public-private partnerships to engage Utah citizens, utilities and businesses in a sustained public information campaign to promote an ethic of conservation and efficient use of energy in Utah.

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